Curriculum Vitae

James F. Solomon Department of English CSUN

Professional Employment

Director, Office of Academic Assessment and Program Review, CSUN, 2014-present
Professor of English, California State University Northridge, 1996-present
Associate Professor of English, California State University, Northridge, 1993-1996
Assistant Professor of English, California State University, Northridge, 1991-1993
Assistant Professor of English, UCLA 1981-1990 (on leave 1989-90)
Instructor, Department of English, Harvard University, 1981
Teaching Fellow, Department of English, Harvard University, 1978-1980

Education

Ph.D. English and American Literature, Harvard University, 1981
M. A. English and American Literature, Harvard University, 1978
B. A. English and American Literature, Brandeis University, 1976
With Highest Departmental Honors, Summa Cum Laude, Phi Beta Kappa

Honors

California State University, Northridge Outstanding Faculty Award, 2004
Listed in the Marquis *Who's Who in the World*, Millennium Edition, 2000 and *Who's Who in American Education*

Publications

Books

Signs of Life in the USA: Readings on Popular Culture for Writers, with Sonia Maasik (Boston: Bedford/St. Martin's, 9th edition, 2018, 8th edition 2015, 7th edition 2012, 6th edition 2009, 5th edition 2006, 4th edition 2003, 3d edition 2000, 2d edition 1997, first edition 1994).

California Dreams and Realities: Readings for Critical Thinkers and Writers, with Sonia Maasik (Boston: Bedford/St. Martin's, 3d edition 2004, 2d edition 1999, first edition 1995).

The Signs of Our Time: the Hidden Messages of Environments, Objects and Cultural Images (New York: Penguin/Putnam/Tarcher, 1988, and New York: Harper/Collins Perennial Books, 1990). Japanese translation (Tokyo: Maruzen Press, 1992).

Discourse and Reference in the Nuclear Age (Norman, Oklahoma: University of Oklahoma Press Project for Discourse and Theory, 1988).

Articles and Chapters in Books

"The Power of Cool, and of Not Knowing What Cool Is." *In Contemporary Issues and Decisions*, ed. Elizabeth Rodriguez Kessler (New York: Longman, 2005).

"What Makes Popular Culture Popular? Or From Everyday Life to Entertainment and Back Again," *Semiotica* 129-1/4 (2000), 149-178.

Probable Circumstances, Potential Worlds: History, Futurity, and the Nuclear Referent." *Papers on Language and Literature*, 26 (1990), 60-72.

Annotating the Annotations: A Philosophical Reading of the Primary and the Secondary Imagination." In *Coleridge and the Biographia Literaria: Text and Meaning*, ed. Frederick Burwick (Columbus: Ohio State University Press, 1989).

"The Sign of the Real: An Interdisciplinary Supplementation." *In The Semiotic Bridge: Trends from California*, eds. Irmengard Rauch and Gerald Carr (Berlin: Mouton de Gruyter, 1989).

"Between Determinism and Indeterminism: Notes Towards a Potentialist Metaphysics." *SubStance* 55, 17 (1988), 18-32.

"Realism, Rhetoric and Reification: Or the Case Missing Detective in Our Mutual Friend." *Modern Philology* 86 (1988), 34-35.

"Power-and-Difference: An Essay in Semiotic Ontology." *Semiotica* 64 (1987), 259-77.

"Before Representation: the Conceptual Logic of Semiosis." In *Semiotics 1983*, ed. John Deeley (Lanham, MD: University Press of America, 1987).

"Substance and/or Form: Phonemic Difference from an Aristotelian Perspective." In *Semiotics 1985*, ed. John Deeley (Lanham: MD: University Press of America, 1986).

"Speaking of No One: The Logical Status of Fictional Proper Names." *Names* 33 (1985), 145-57.

"'King' in *Lear*: A Semiotic for Communal Adaptation." *American Journal of Semiotics* 3 (1984), 59-76.

Book Reviews

"The Concept of the Humanities." *Semiotica* 64 (1987), 141-56.

"*Roland Barthes*, by Jonathan Culler, and *Roland Barthes: Structuralism and After*, by Annette Lavers. *Modern Philology* 83 (1985), 101-104).

Selected Reprints of Chapters from *The Signs of Our Time*

"What's in a Name? The Ideology of Cultural Classification," reprinted *in Reflections on Language*, eds. Stuart Hirschberg and Terry Hirschberg (New York: Oxford University Press, 1999).

"Our Decentered Culture: The Postmodern Worldview reprinted in *The Postmodern Presence*, ed. Arthur Asa Berger (Walnut Creek, CA : AltaMira Press, 1998).

"Masters of Desire: the Culture of American Advertising," reprinted *in Rereading America: Cultural Contexts for Critical Thinking and Writing*, 2d and 3d edition, eds. Gary Colombo, Robert Cullen and Bonnie Lisle (Boston: Bedford/St. Martin's, 1992, 1995); in *Common Culture: Reading and Writing About American Popular Culture*, 1st, 2d, and 3d editions, eds. Michael Petracca and Madeleine Sorapure (New York: Prentice Hall, 1995, 1998, 2001), in *Writing Lives: Exploring Literacy and Community* , eds. Sara Garnes et.al. (New York: St. Martin's Press, 1996*), The Prentice Hall Guide to College Writing*, Full and Brief editions, ed. Stephen Reid (New York: Prentice Hall, 1998, 1998*), Entry Points*, eds. Elizabeth Alvarado and Barbara Cully (New York: Addison, Wesley, Longman, 1999*), Signs of Life in the USA: Readings On Popular Culture for Writers*, with Sonia Maasik (Boston: Bedford/St. Martin's, 2d, 3d, 4th, 5th, 6th, 7th, 8th editions (1997, 2000, 2003), the *Mediated Learning Interactive Series* (Mountain View CA: Academic Systems), *Plato Interactive*, and *Literary and Cultural Theory: From Basic Principles to Advanced Applications*, ed. Donald E. Hall (Boston: Houghton Mifflin, 2001).

Presentations

"Preparing for a Disaster." Invited presentation to the California State University, Fullerton Faculty Day, 1/25/06.

"The Signs of Our Times: Using Semiotics to Interpret American Culture," invited lecture given on 1/27/2000 to the Encino-Tarzana Medical Center Continuing Medical Education Program.

"Popular Pedagogy: a Methodological Assessment." Paper presented at the University of Tulsa's Conference on American Cultural Studies, February 26, 1999.

"Image . . . is Everything: Interpreting the Signs of American Culture," invited lecture for the University of Florida, Jacksonville's Department of Language and Literature, 10/30/95.

"Who's Disrupting Whom? Taking Our Bearings in Disruptive Times." Keynote address for the CSUN Graduate Conference on "Disruption in the Classroom." 11/12/94.

"Semiotic for the People," presentation at the Spring 1994 meeting of the CSU English Council.

"Signs of Our Time." Invited speaker, Faculty Women's Club, UCLA, February 1980.

"That Obscure Image of Desire: a Semiotic Tour of Contemporary American Culture," Toyota Motors Distinguished Speaker Series lecture for the Art Center School of Design, January 24, 1989.

"The Hellenic Connection: Nietzsche, Paideia, and the Greek Ideal." Paper presented at the International Association for Philosophy and Literature Conference, Emory University, May 1989.

"Propensities, Probabilities, and Potentialities: Or How to Write History Forward in the Nuclear Age." Paper read at the International Association for Philosophy and Literature Convention, University of Warwick, Warwick, England, 1986.

"The Sign of the Real: An Interdisciplinary Supplementation." Paper read at the Semiotic Society of America Conference, San Francisco, 1986.

"The Keystone Cop(e): Revisiting the Structuralist Principle. Invited lecture for UC Irvine's Comparative Literature Winter Colloquium, 1986.

"Between Determinism and Differance: Notes Towards a Potentialist Metaphysics." Invited paper, CSUN Symposium , "Notions of Discourse." April 1985.

"Realism and Representation in the Quantum Age." Invited lecture for the California Institute of Technology William Bennett Munro Memorial Seminar, May 1985.

"Substance and/or Form: Phonemic Difference From an Aristotelian Perspective." Paper read at the Semiotic Society of America Conference, Reading, PA 1985.

"The Flight from Literature: Critical Trends, Political Implications." Paper read at the international convention of FILLM, Budapest, Hungary, 1984.

"Annotating the Annotations." Paper read at UCLA's Symposium on Coleridge and the *Biographia Literaria*, 1984.

"Speaking of No One: the Logical Status of Fictional Proper Names." Paper read at the NEMLA Convention, Erie, PA, 1983.

"Before Representation: the Conceptual Logic of Semiosis." Paper read at the Semiotic Society of America Convention, Snowbird, Utah, 1983.

"Power-and Difference." Invited lecture delivered to the Wayne State Department of English, 1982.

"Paideima: A Discourse on Signs, Community, Naming and Meaning." Paper read at the UCLA English Department's Faculty Colloquia Series, 1982.

"Tracking the Textual Horizon: a Semiotic for the Interpretive Community." Paper read at the NEMLA Convention, New York, 1982.

Journalistic Interpretations of Popular Culture

"Multiculturalism Gets Whacked By Popular Culture." *Los Angeles Times*, July 28, 2001 Saturday, Home Edition, Page 19.

"This (Highly Democratized) Buzz is for You." *Los Angeles Times*, April 21, 2001, Sunday, Valley Edition.

"Changing Public into Private." *Los Angeles Times*, April 1, 2001, Sunday, Valley Edition, Page 17.

"The Pop Culture Scene Appears To Be Going Primitive; Atavistic Eruptions Of The Kind Of Deeply Repressed Instincts Described By Freud Are Being Offered In The Entertainment Marketplace," *Los Angeles Times*, February 25, 2001, Sunday, Valley Edition, Page 17.

"An Illuminating Passion For Consumption, Grounded In History," *Los Angeles Times*, January 28, 2001, Sunday, Valley Edition, Page 15.

"Fear and Loathing at the Van Nuys Court House." *Los Angeles Times*, January 7, 2001, Sunday, Valley Edition, Page 15.

"How 'The Grinch' Told A (Green) Tale Along Reseda Boulevard," *Los Angeles Times*, December 17, 2000, Sunday, Valley Edition, Page 11.

"In Love With Wheels And Reinventing Them; The World's Foremost Automobile Culture, The Nation That Got Its Kicks On Route 66, The Home Of Walt Whitman And Jack Kerouac, Is--Surprise--Having A Fling With The Scooter," *Los Angeles Times*, September 10, 2000, Sunday, Valley Edition, Page 15.

“The Ghosts of Nominating Conventions Past Present and Future; The Modern Made-for-TV Convention Has Produced a Paradox: With All True Drama Drained from the Event, There is No Compelling Reason to Watch It.” *Los Angeles Times*, August 13, 2000, Sunday, Valley Edition, Page 17.

"Menace After A Fashion, In A Culture That Glamorizes Gangsters; The Enduring Popularity Of Street-Gang Styles Probably Reflects A Larger Cultural Trend. A Lot Of Kids Dress Like Gangsters Because They Admire Them." *Los Angeles Times*, July 30, 2000, Sunday, Valley Edition, Page 15.

"Reading The Comics; Where Time Ticks Away, Life Has Its Burdens, And Not Everyone Is Lovely," *Los Angeles Times*, June 4, 2000, Sunday, Valley Edition, Page 19.

"Who Wants To Be A Voyeur? The Popularity Of 'Reality-Based' TV Points Up Troubling Truths About Ourselves, Our Culture," *Los Angeles Times*, April 16, 2000, Sunday, Valley Edition, Page 21.

"Forget E.T.; Phone Home For Reality Check; Alienation From Government Contributes To The Belief In Extraterrestrials. But Don't Be Distracted From The Need To Solve Earthbound Problems," *Los Angeles Times*, March 5, 2000, Sunday, Valley Edition, Page 17.

“The Power of Cool, and of Not Knowing What Cool Is.” *Los Angeles Times*, January 23, 2000, Sunday, Valley Edition, Page 15.

“Object Lessons from the Pokemon Trading Pits; Kids Cut Deals and Call it Play. But the Name of the Game is Hoarding.” *Los Angeles Times*, November 28, 1999, Sunday, Valley Edition, Page 19.

“Y2K Bug Eats Into Our Social Fabric; Techno Phrase Has Come to Symbolize Getting Lucky Over Getting to Work.” *Los Angeles Times*, November 7, 1999, Sunday, Valley Edition, Page 2.

“Quick Fixes Fail to Solve Schools’ Problems.” *Los Angeles Times*, March 28, 1999, Sunday, Valley Edition, Page 17.

“Student As Machine, Student as Person; Training for Work is Valuable and Necessary, But Education Goes Far Beyond Training.” *Los Angeles Times,* February 14, 1999, Sunday, Valley Edition, Page 17.

“On Giving Them What they Want; If Public Schools Offered Students More Choices, Classrooms Just Might Shape Up.” *Los Angeles Times*, September 6, 1998, Sunday, Valley Edition, Page 15.

"Box Office Monsters' Real Appeal; The Success of 'Jurassic Park' and 'Lost World' May Be Based On Our Ancient Fear of Being an Oversized Reptile's Lunch." *Los Angeles Times*, August 3, 1997, Sunday, Valley Edition, Page 15.

"The Wisdom of a College Degree; CSUN Study Indicates That Dated Attitudes Toward Higher Education Trap Many Minorities in Unskilled Jobs." *Los Angeles Times* June 8, 1997, Sunday, Valley Edition, Page 19.

"Removing a Few Rungs On the Ladder of Higher Education.: *Los Angeles* Times, May 28, 1995, Sunday, Valley Edition, Page 19.

"CSUN'S Misery Turns Macabre; If the State Budget Goes Haywire as Usual, The 'Trigger Clause' Could Mean Disaster For the Cal State System. It's Worthy of a Poe Tale." *Los Angeles Times*, October 2, 1994, Sunday, Valley Edition, Page 17

"State Budget Priorities Drain Life From Colleges." *Los Angeles Times*, July 18, 1993, Sunday, Valley Edition, Page 17.

Bedford Bits/MacMillan Community Blog: Teaching Popular Cultural Semiotics

https://community.macmillan.com/people/jack.solomon/content

Consulting

Televised semiotic commentary on teen fashion for KCBS Action News, 4/94.

Video-recorded oral semiotic analysis for Freedman-Greene Production's documentary, "Marilyn Monroe: Life After Death." 1992.

Contributed a video recorded oral interpretation of *Hamlet* for IBM's Ulysses Project, 1991.